

TERMS OF AFFILIATION

JHC DA SILVA NEGOCIOS DIGITAIS LTDA (“Reportana”), a company headquartered in the city of São Bernardo do Campo/SP, registered with the CNPJ/MF under No. 38.369.962/0001-95, based on these Terms of Affiliation, provides its customers and users of the website: <https://reportana.com> and the platform: <https://app.reportana.com>, with marketing services for e-commerces, info product creators, and local businesses. By becoming an Affiliate, you fully agree to comply with these Terms of Affiliation.

1. DEFINITIONS

To ensure a clear and consistent comprehension, we highlight the following specific definitions:

- 1.1 **Reportana:** the legal entity responsible for providing the Platform and offering the Affiliate Program, under the Terms described below.
- 1.2 **Platform:** online system accessible via browser or other digital means, aimed at e-commerce marketing, information producers and local businesses, using e-mail marketing services, SMS automation, telephone call automation, marketing automation, sales monitoring and tools for WhatsApp.
- 1.3 **Affiliate:** refers to any individual or entity enrolling in Reportana’s Affiliate Program.
- 1.4 **Commission:** refers to the fixed or percentage based amount paid to the Affiliate for the referred subscriptions.
- 1.5 **Referral:** refers to the process in which an Affiliate brings a new Affiliate to the Platform.
- 1.6 **Referral Links:** refers to the exclusive URLs provided to the Affiliate to track and identify conversions originated from their referrals.
- 1.7 **Affiliate Program:** Reportana’s system that allows the Affiliate to promote the Platform and receive Commissions for qualified referrals.

2. ELIGIBILITY

2.1 To become an Affiliate, you must be at least 18 years old. Additionally, the Affiliate must have an active subscription with Reportana throughout the affiliation period and during any period in which Commissions are pending.

3. AFFILIATE'S RESPONSIBILITIES

3.1 The Affiliate is fully responsible for providing and keeping up to date on the Platform any information requested by Reportana and must ensure that such information is true, accurate, current, and complete for purposes of enrollment in the Affiliate Program and throughout the entire duration of the Affiliation. Any false or inaccurate information presented to Reportana may cause issues with the Affiliate's payment and will be grounds for termination of this contract. Reportana may accept or reject the application for affiliation at its sole discretion and for any reason. The Affiliate acknowledges and agrees that the information provided will be handled in accordance with Reportana's Privacy Policy.

3.2 The Affiliate is responsible for ensuring that all Referral Links provided are correct and functional. Reportana is not responsible for missed referrals or unpaid Commissions due to incorrect, broken, or improperly used Referral Links.

3.3 It is the Affiliate's responsibility to monitor the validity of any discount coupons and request new coupons whenever necessary. Reportana is not responsible for referrals missed due to expired discount coupons.

3.4 Commission payments to the Affiliate will be made exclusively via PayPal. No other methods of receiving Commissions will be accepted. It is the Affiliate's responsibility to have a valid PayPal account and to provide the correct and up-to-date information to receive Commission payments.

3.5 Reportana is not responsible for any blocks placed on the Affiliate's PayPal or bank accounts. Additionally, Reportana takes no responsibility for funds transferred to accounts that are blocked, whether for administrative, legal, or other applicable reasons. It is the sole responsibility of the Affiliate to ensure that their accounts are compliant and active to receive Commission payments.

3.6 The Affiliate is responsible for correctly entering their PayPal account information.

A Reportana assumes no responsibility for typing errors related to the PayPal account or for any lack of care with personal account access data.

3.7 The Affiliate is responsible for understanding and complying with all applicable tax and regulatory obligations related to the Commissions received as an Affiliate. We strongly recommend that the Affiliate consult a tax or accounting professional for more specific guidance. Reportana is not responsible for any fees, charges, or taxes applied by PayPal, governments, or any competent authority to the Affiliate and their Commissions

4. AFFILIATE RESTRICTIONS

4.1 The Affiliate is not authorized to use Reportana's logo, visual identity, or any marketing materials. The display of the Reportana logo is allowed only within the Platform, on its official website, and on other official Reportana social media accounts, and must be done for referral purposes in a manner that avoids any brand misuse. Some additional specific restrictions include, but are not limited to:

4.1.1 Fraudulent use of search engine optimization services to create or hide impressions, searches, clicks or conversions that are fraudulent.

4.1.2 It is prohibited to target or use the brand "Reportana" (including its variations or similar terms that may cause confusion) as a keyword in paid traffic campaigns without prior and express written authorization. In the case of keyword based advertising, these terms must be included as negative keywords.

4.1.3 Use of any automated means or forms of data capture, or other data extraction methods, to access, query, collect, or use Reportana's intellectual property, including its logo, visual identity, creative materials, and other confidential information from the Platform.

4.1.4 Use of Referral Links in media, websites or platforms containing prohibited content, or on torrent and streaming websites.

4.1.5 Advertising Referral Links through any of Reportana's social media channels.

4.1.6 Incorporating any lotteries or games of chance in the promotion of Referral Links.

- 4.2 The Affiliate May not use their affiliation to obtain benefits via their own subscriptions to Reportana.
- 4.3 The Affiliate acknowledges and agrees that they will not have access to the personal data or any other confidential information of referred customers. Reportana is committed to maintaining the privacy and confidentiality of the customer data, as detailed in its Privacy Policy, which is in accordance with the General Data Protection Law (LGPD, Lei Geral de Proteção de Dados).
- 4.4 The Affiliate is not authorized to establish partnerships on behalf of Reportana with other companies or conduct joint promotions of our tool without prior written authorization from Reportana. Violation of this restriction will result in immediate cancellation of the affiliation and complete annulment of accumulated Commissions.
- 4.5 The Affiliate is strictly prohibited from making any statement, whether oral, written, or digital, that may defame, disparage, or damage Reportana's image, both during and after the affiliation period. This includes, but is not limited to, posts on social media, blogs, forums, emails, or any other means of communication. Failure to comply with this restriction will result in immediate cancellation of the affiliation, complete annulment of accumulated Commissions, and may lead to appropriate legal action to repair the damage caused to the company's reputation.

5. PROHIBITION OF FRAUDULENT PRACTICES

- 5.1 The use of fraudulent practices, such as creating fake leads, misusing data, or using the Platform for any kind of unlawful activities, is strictly prohibited. Any Affiliate who is found engaging in such activities will be subject to penalties, including temporary suspension or permanent termination of their affiliation, as well as the complete annulment of any accumulated Commissions. If the customer referred by the Affiliate is using the Platform for any fraudulent activities, that customer's account will be immediately suspended, and the referral Commission will be annulled. Reportana reserves the right to take the appropriate legal actions against unlawful activities to protect its interests and its brand.

6. COMMISSIONS AND PAYMENTS

- 6.1 Commissions apply exclusively to Platform subscriptions. The purchase of credits or other products and services is not included in the Affiliate Program, unless otherwise stipulated in a contract signed between the parties.
- 6.2 The Affiliate receives an initial Commission of 10% for each successful subscription referral. This amount may vary depending on the contract established between the parties. The Commission recurrence is monthly for the duration of the referred subscription or up to the maximum recurrence period.
- 6.3 The maximum recurrence period of the Commission on a successful subscription referral is 6 months, however, this may vary depending on the contract established between the parties.
- 6.4 The Commission accumulated by the Affiliate will be available for withdrawal after 30 (thirty) days starting from the payment of the referred subscriptions. This period allows the verification of the stability and the permanence of the referred subscriptions.
- 6.5 The Affiliate will not receive Commission for referrals made before becoming an Affiliate. Commission will only be credited for users who subscribe through the Affiliate's Referral Link.
- 6.6 The Commission related to a referral, or the recurrence of a referral, may be annulled in the event of termination of the subscription by referred customers, refund requests, refund of the paid amounts ("chargebacks"), or account suspension of the referred customer due to suspected fraudulent or unlawful activity.
- 6.7 An Affiliate interested in requesting an increase in their Commission percentage or discount coupon must submit a request via email to help@reportana.com, stating the reason for the request, their Affiliate ID number, and the performance and partnership duration criteria they wish to present for evaluation. The request will be analysed by Reportana, which reserves the right to approve or deny the Commission increase based on various factors, including the Affiliate's performance and Reportana's budget.

7. PROCESS OF REFERRALS

- 7.1 The process of the referrals are performed through the Referral Links available in the Reportana Affiliate dashboard. The Affiliate must use the Referral Links provided by Reportana to make their referrals. Please note that Reportana does not guarantee the referral attribution if the link is changed, manipulated or replaced with an unauthorized Referral Link.
- 7.2 The referral process also involves the use of cookies, which are small files stored on the referred individual's computer or electronic device. These cookies are created or modified every time the referred person opens the Referral Link. It should be clarified that only the last Referral Link opened by the referred person will be counted at the time of subscription. There is no possibility of referral attribution being split among multiple Affiliates. Referrals are attributed based on the last valid Referral Link. Furthermore, a subscription will only be valid if the referred user does not block tracking cookies in their browser, which is beyond Reportana's control and makes it impossible to attribute the referral.

8. REPORTS AND MONITORING

- 8.1 The Affiliate will have access to a dashboard with certain metrics related to their referrals, including the number of active subscriptions and the number of subscriptions active for more than 30 days. This data is provided for the purpose of tracking the performance of the Affiliate and does not include the personal or confidential data of the referred customers. Please note that Reportana may take up to 24 hours to update the dashboard. Therefore, there may be a delay in displaying the most recent data. Additionally, the dashboard allows the Affiliate to track the amount of Commissions available for withdrawal, the amount of pending Commissions, and a withdrawal history.

9. REFUNDS AND CHARGEBACK

- 9.1 The refund percentage of referrals made by the Affiliate must be below 5% of the total referrals. If the refund percentage is above this threshold, the affiliation will be cancelled.
- 9.2 The percentage of refund of paid amounts ("chargeback") related to referrals

made by the Affiliate must be below 2% of the total number of referrals. If the refund percentage is above this threshold, the affiliation will be cancelled.

10. WITHDRAWALS

- 10.1 The minimum withdrawal amount for accumulated Commissions is R\$ 500.00 (five hundred reais). The Affiliate may request a withdrawal only once the accumulated amount reaches or is above this threshold. If the available balance in the Affiliate's account is below the minimum withdrawal threshold during a payment period, Reportana reserves the right to withhold such amounts until the payment period in which the balance meets the minimum for withdrawal.
- 10.2 Other than the minimum amount for withdrawal, the Affiliate must also have at least 5 (five) active referred subscriptions for a period equal to or above 30 (thirty) days. These requirements must be met for the Affiliate to be eligible to request the withdrawal of Commissions.
- 10.3 The Affiliate must have at least one active subscription, linked to the same Affiliate user account, as a Reportana customer, for at least 30 days in order to request a withdrawal. There must be no record of refunds or chargebacks with the Affiliate.
- 10.4 Reportana will have the deadline of 14 (fourteen) business days to process and transfer the amounts due to the Affiliate's PayPal account. Other payment methods for the Commission will not be accepted. Commission transfers will be made upon the Affiliate's request.
- 10.5 The Affiliate will have a maximum deadline of 6 months to request the withdrawal of Commissions available for withdrawal, starting from the date the amount became available, that is, when the Commission balance reaches or exceeds R\$ 500.00 (five hundred reais). After this period, Commissions that were not withdrawn within the 6 month period will expire and will be no longer available for withdrawal.

11. PAYMENT LIMITS AND INVOICES

- 11.1 If the registered bank account is from an individual taxpayer (CPF, Cadastro de Pessoa Física), the maximum monthly amount will be R\$ 1,600.00.

- 11.2 If the registered bank account is from a legal entity (CNPJ, Cadastro Nacional de Pessoa Jurídica), it is mandatory that the Affiliate submits an invoice corresponding to the Commission amount in order for the transfer to be made.

12. CONFIDENTIALITY

- 12.1 The Affiliate must maintain the confidentiality of all non-public information from Reportana. This includes, but is not limited to, financial data, marketing strategies, customer data and any other exclusive or confidential content. The Affiliate must not publish, share, or use such information for any purpose other than those directly related to the Affiliate Program, without Reportana's prior written consent.
- 12.2 Reportana reaffirms its commitment to protect the personal data of both the Affiliate and the referred customers, adopting strict security measures detailed in our Privacy Policy, in accordance with the General Data Protection Law (LGPD, Geral de Proteção de Dados). We use the latest security practices to ensure the confidentiality and integrity of this information. These procedures aim to protect data against unauthorized access, leaks, and other threats, ensuring that both Affiliates and referred customers can trust the security and privacy provided by Reportana.

13. EXCLUSIVITY AND CONFLICTS OF INTEREST

- 13.1 The Affiliate is allowed to participate in affiliate programs of Reportana's competitors. However, the Affiliate must ensure that their activities with competitors do not conflict with or harm the integrity and proper functioning of the Reportana Affiliate Program. Reportana reserves the right to monitor such activities and, if it identifies any behavior deemed harmful or conflicting, it may take necessary actions, including reviewing the Affiliate's status in the Affiliate Program.
- 13.2 The Affiliate should avoid any activities that may create a conflict of interest with Reportana. This includes, but is not limited to, promotion of competing products or services in a manner that could damage Reportana's image or operations. The Affiliate must act honestly and ethically, ensuring that their

actions do not compromise the integrity of the Reportana Affiliate Program. Reportana reserves the right to evaluate and determine the existence of a conflict of interest and take appropriate measures, including suspension or termination of the affiliation, in case a conflict is identified.

14. COMPLIANCE STATEMENT AND VIOLATIONS

- 14.1 This contract will be signed digitally, based on the Affiliate's acceptance of the Terms of Affiliation and their continued use, especially in cases of updates to these conditions. By accepting these Terms of Affiliation, the Affiliate declares that they are aware and agree with all of the conditions established for the participation in the Reportana Affiliate Program. Failure to follow any of these conditions will result in immediate penalties, described in item 14.2 of these Terms.
- 14.2 Reportana reserves the right to review any affiliation and any related documentation submitted by the Affiliate. If, at Reportana's sole discretion: (a) the Affiliate violates or encourages the violation of the Terms of Affiliation or Reportana's Terms of Use; (b) the Affiliate violates or encourages the violation of any applicable law; (c) the Affiliate breaches their obligations under this Contract; (d) Reportana believes the Affiliate may subject it to criminal, civil, or administrative liability; or (e) the Affiliate consists of or contains prohibited content, Reportana may take one or more of the following measures:
- 14.2.1 Request the removal or withdrawal of the Referral Links or media used by the Affiliate.
- 14.2.2 Demand that the Affiliate resolve the violation, non-compliance, or infringement within a specified period.
- 14.2.3 For each violation, Reportana may impose a fine on the Affiliate as liquidated damages. Moreover, the fine does not relieve the Affiliate of responsibility if Reportana's losses exceed that amount.
- 14.2.4 Preventively or permanently withhold Commission amounts due to the Affiliate in the event of suspected fraud, illegal actions or violations of Reportana's Terms of Affiliation or Terms of Use, and may also withhold such amounts to repair damages caused to Reportana or third parties in good faith in the event of

violations by the Affiliate.

14.2.5 Terminate this agreement at any time, without the need for justification and without the application of penalties or fines. Termination includes cancellation of the affiliation and complete annulment of the accumulated commissions.

15. AMENDMENTS AND TERMINATION

15.1 Reportana reserves the right to amend, update, or modify these Terms at any time, with a 30 days prior notice to the Affiliate. Reportana will make reasonable efforts to notify the Affiliate of such amendments, updates, or modifications, including notifications through the Reportana Affiliate dashboard and via email informing them of the new Terms. The amendments will go into effect at the specified date in the notice. The Affiliate is responsible for regularly reviewing these Terms to stay up to date with any changes and must periodically check the Platform for updates and notices. By continuing to use the Referral Links, the Affiliate agrees to be bound by the Affiliate Program and the updated, amended, or modified Terms. If the Affiliate does not agree to be bound by the updated, amended, or modified Terms, they must formally request termination from the Affiliate Program.

15.2 Reportana may terminate these Terms and end the affiliation at any period, with or without cause, by giving prior notice to the Affiliate. The Affiliate may also terminate their affiliation at any time by giving prior notice to Reportana.

15.3 The Affiliate Program may be suspended at the discretion of the company's administrators. In such a case, the Affiliate will receive any pending Commissions but will no longer be able to submit new referrals. It may also be suspended in the case of a full or partial sale of Reportana, should this occur, continuation of the Affiliate Program will be at the discretion of the company's new administrators.

16. GENERAL PROVISIONS

16.1 This agreement is governed by Brazilian laws. The Affiliate is considered an independent contractor and is not an Reportana employee.

16.2 Reportana reserves the right to monitor the Affiliate's activities to ensure

proper compliance with these Terms of Affiliation. Should any violations be detected, Reportana may take the following actions: temporary suspension of the affiliation, permanent termination of the affiliation, total annulment of accumulated Commissions, and blocking of the Affiliate on the Platform. Reportana also reserves the right to take appropriate legal actions to protect its brand and business interests.

- 16.3 If the Affiliate is a legal entity, Reportana reserves the right to request proof of identity from the Affiliate, such as articles of incorporation and other documents that verify identity.
- 16.4 The jurisdiction of the city of São Bernardo do Campo, State of São Paulo, is elected to settle any doubts or controversies arising from these Terms of Affiliation.

17. CONTACT US

- 17.1 The Affiliate can find help to understand how the Platform works by accessing our Help Center at the website: <https://reportana.com/help>, or by contacting our support team.
- 17.2 The Affiliate can contact our support channel to clarify any questions, propose partnerships, and for other matters, through our support email: help@reportana.com.

Publication date: July 02, 2025

Effective date: August 02, 2025